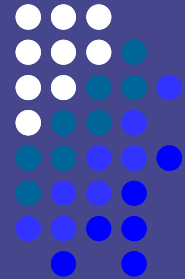


Effectively Implementing Hospital Policy

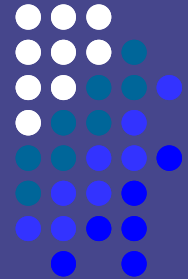


Elaine Gross, RN, MS, CNS-C

Carolyn Burr, EdD, RN

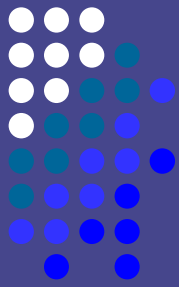
François-Xavier Bagnoud Center
UMDNJ

Or



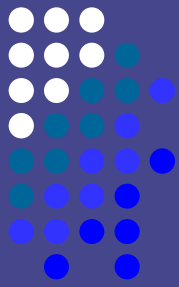
“Hospitals As Allies in Eliminating
Perinatal HIV and HBV”

Goal of the workshop

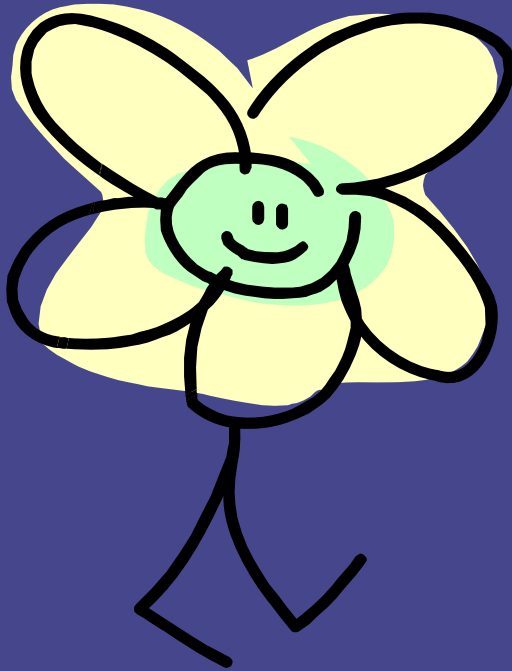


- To share strategies for working with hospitals around perinatal prevention of HIV and HBV

Perinatal HIV and HBV

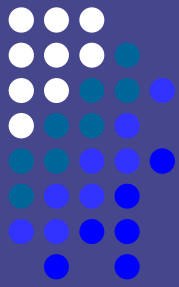


Similarities



Differences

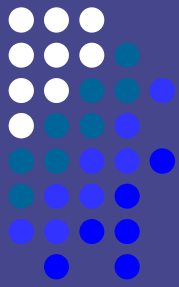




Background for perinatal HIV

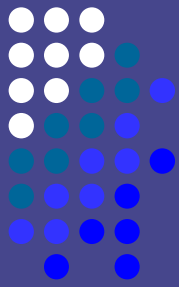
- All women should be offered HIV screening as a routine part of prenatal care
- With ARV treatment and good obstetrical management, perinatal HIV transmission can be reduced to $<1\%$
- RTLD as a safety net
- Antiretroviral prophylaxis during labor and delivery and for the infant can still reduce transmission from 25% to $\sim 10\%$

Barriers to Universal HIV Testing in Prenatal Care



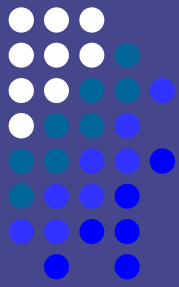
- Not all women are offered an HIV test or accept testing in prenatal care
- Perception of HIV risk – providers and women
- Language barriers
- Women who present in L & D with no or inadequate PNC
- **Another issue:** Women who do not disclose their HIV+ status to OB staff

Steps along the way: Policy and projects



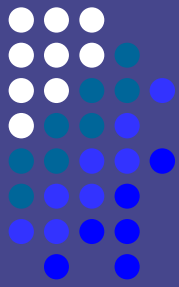
- CDC Recommendations for HIV Screening 2001, 2006
 - New Jersey Standard of Care, 2001
 - Nurse educator TOT/ OB CME dinners
- CDC, 2004, *Rapid HIV Antibody Testing During Labor and Delivery for Women of Unknown HIV Status: A Practical Guide and Model Protocol*
 - Web-based
- CDC/FXBC Strategic Planning Workshops for Hospitals on Rapid HIV Testing in Labor & Deliver

Goals of the Strategic Planning Workshops



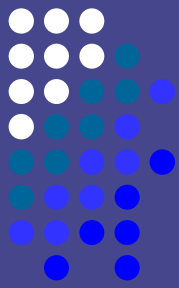
- Provide current science/technology of rapid HIV tests and RTLD
- Offer skills development for hospital leaders
- Support hospitals with model policies, educational tools
- Facilitate development of a hospital action plan for RTLD

Assessing the need: Who to target first



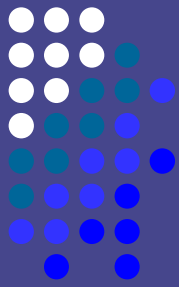
- Identify hospitals serving high-prevalence, high “no prenatal care” populations
- Identify those hospitals without policies and procedures
- Work with MCH/perinatal systems and pediatric/family HIV programs
- Keep statewide stakeholders in the loop
- Use a simple needs assessment—phone or e-mail

Engaging hospitals in perinatal prevention: strategic planning workshops



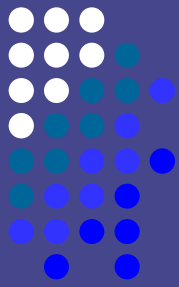
- Invite the right people—leadership, decision-makers
- Make the case with the science
- Use peers who have been successful
- Have hospital teams examine their own practice
- Provide materials that make it easy – “enabling materials”
 - Model policies, forms, training materials

Strategic Planning Workshops



- Scientific basis for RTLD
 - CDC presentation
- Lessons from the field
 - Implementation stories
- Hospital team activities
 - SWOT analysis
 - Action plan
- Support materials
 - Model policies, script
 - Resources, references
- Skills building
- Connections to community resources

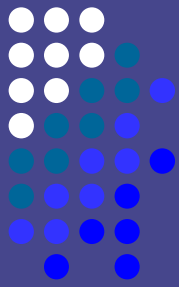
SWOT analysis



Helps organizations

- Identify positive forces within and outside the organization
- Recognize potential barriers to change in the hospital or community
- Consider these factors in planning for new initiatives
- Examine the big picture as well

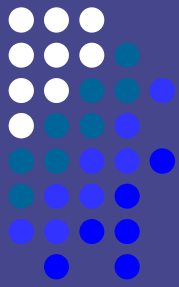
SWOT Analysis



Internal **Strengths** and **Weaknesses** within the organization

- Human resources
- Physical resources
- Financial resources
- Activities and processes
- Past experiences implementing new procedures

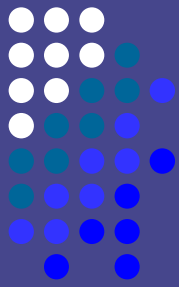
SWOT Analysis



External Opportunities and Threats

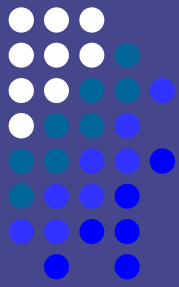
- Future trends in the field or the culture
- Economy
- Funding sources
- Demographics
- Attitudes and beliefs in the community
- Legislation
- Local, national, or international events

RTLD Hospital Action Plan



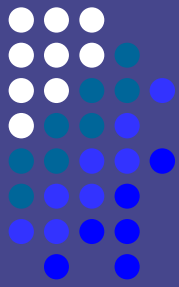
<i>Key Areas</i>	<i>Action Needed</i>	<i>Who?</i>	<i>When?</i>	<i>Outcome?</i>	<i>Evaluation</i>
Decision					
RTLD Policy					
Test Availability					
Education					

Action Plan for RTLD

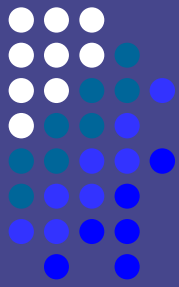


- Deciding to offer rapid testing
- Developing the hospital policy on rapid testing in labor and delivery
- Making rapid HIV testing available in labor
- Preparing to offer rapid testing in labor and delivery

Action Plan for RTLD



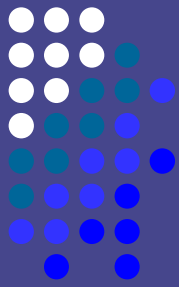
- What action needs to be taken?
- Who is responsible?
- What is the timeframe or target date?
- How will the outcome be communicated?
- What evaluation is needed and what will be done?



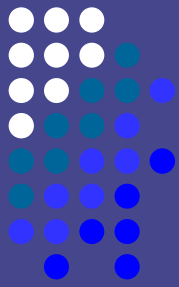
Developing a Model Policy

- Create a model hospital policy/procedure
- Identify hospitals with written policy/standing orders that will share
 - Identify key staff as resources/local experts
- Utilize HBV newborn vaccination or HIV RTLD as a QA or research project
- Develop training materials for nurses
 - Slide set and speaker notes

Follow-up and Technical Assistance

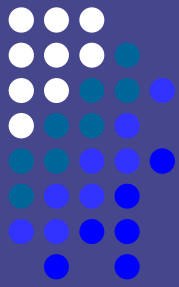


- Realistic timetables: the bigger the system, the longer it takes
- Staying available for T/A , training, follow-up
- Keeping connected
- Sharing the glory of successes



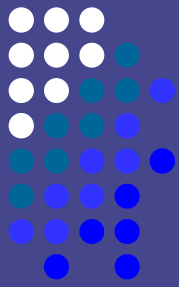
Follow-up evaluation - RTLD

- Semi-structure telephone interviews 6-9 months post workshop
- 69% (48/70) responded to follow-up
- 83% (40/48) had decided to offer RTLD
- 87.5% (35/40) had policies and procedures in place or in approval process
- 4% (2) offered expedited ELISA



Lessons Learned

- Hospital MCH and HIV communities may not know each other
- TA and provider education are key linkages to support RTLD
- Legislative mandates get hospitals' attention
- Providing TA to help with compliance forges a link between HIV educators and hospitals



Lessons Learned

- Strategic planning with multidisciplinary teams moves hospitals toward RTLD
- Key hospital leaders are essential- a champion
- Providing the science first lays the groundwork
- AIDS educators, public health and AIDS experts provide essential resources
- Strategic planning is a workable and replicable approach